

## **REMARKS**

New Figures 26-35 have been attached.

Since all claims have been withdrawn except Nos. 7 and 8, response is being made here only to Examiner's rejection of those two claims. No new matter is introduced; the matter in the surviving claims has been expanded and clarified.

"Referring to Claim 7, 11, and 15, Walker in view of Applicant's Admission disclose a computer that is used to select letters, but does not disclose an icon to select a chosen letter or position. However, Siegel discloses a computer can use a mouse (7:57-8:8) that correlates to a pointer select letters (Figure 1) in order to use a talking dictionary (abstract). The Examiner views a mouse pointer as being an animated figure. One would be motivated to combine the references in order to provide additional educational materials to help children or illiterate adults. Therefore it would have been obvious to anyone having ordinary skill in the art at the time the invention was made to incorporate the talking dictionary of Siegel into the invention of Walker and Applicant's Admission in order to provide additional educational materials to help children or illiterate adults."

Since Claims 11 and 15 have been withdrawn, this response refers only to claim 7.

Although the Examiner views a mouse pointer as being an animated figure, Applicant submits that any of a type of cartoon character (such as Mickey Mouse or Donald Duck), an animation related to the subject matter of the puzzle (like a caddy or golfer) or an animation adopted as a mascot for a product (like Procter & Gamble's Droppy character to identify its detergent Joy) is distinct from the conventional mouse pointer. Whereas the pointer merely indicates a position on the screen, an animated figure can seem to run or fly from one position to another and seem to carry a letter tile. Such an animation can be identified with the products or services of the sponsor. Furthermore, while the pointer moves under the control of the player, the animated figure can be programmed to move between positions designated by the pointer (or stylus on handheld devices).

“Referring to Claim 8, Walker discloses that the clues are visual (5:29-36). Walker’s clues encompass at least words that are considered as a visual form of clue.”

The puzzle in the referenced patent is based on a word puzzle in which the players guess at the required letter, whereas the present invention is based on an acrostic puzzle which includes clues for the words that provide the letters which are rearranged to constitute the quotation which is the solution of the puzzle. Also in the puzzle described in the referenced patent the clues refer directly to the phrase, whereas in an acrostic puzzle the clues refer only to words which in turn supply the letters that are rearranged to form the quotation that is the solution of the puzzle. The puzzle described in the referenced patent uses only letters, spaces and punctuation marks without any reference to visual clues,

**whereas my invention uses visual clues (such as views of golf courses, hotels, portraits of individuals or works of art) to suggest words that supply letters which are part of the quotation which is the solution of the puzzle.**

## **Multimedia Advertising Method Using an Acrostic Puzzle**

### **ABSTRACT OF THE DISCLOSURE**

The acrostic puzzle of this invention is designed for play on computer-based devices or interactive television, with optional animation, optional sound effects, and a system of scoring based on assigning values to the letters of the alphabet. When all the clues have been successfully solved, a quotation using the same letters appears in a grid. In individual play or competition over a computer network, a player seeks to achieve the highest score by first entering letters into spaces adjacent to a column of clues and then, as the words of a quotation begin to form in the grid, by entering additional letters into the grid. As a television game show, the puzzle of the invention may be played, according to rules devised by the promoters of the game show, by several players, including one or more outside the studio, participating by means of their home computers or other appropriate devices.

Abstract: An interactive acrostic puzzle oriented toward specific topics and audiences  
and made accessible through the World Wide Web can serve as a marketing tool for a  
wide variety of products and services.

  
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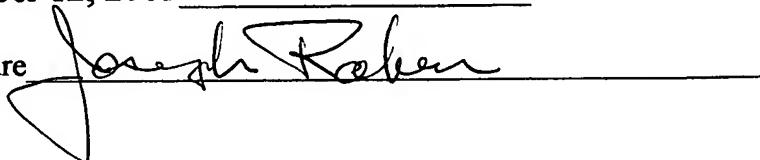
Date: September 12, 003

## **CERTIFICATE OF MAILING**

I hereby certify that this correspondence, and attachments, if any, will be deposited with the United States Postal Service by First Class Mail, postage prepaid, in an envelope addressed to "Box Non-Fee Amendments, Assistant Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450" on the date below.

Date September 12, 2003

Inventor's Signature

A handwritten signature in black ink that reads "Joseph Roben". The signature is fluid and cursive, with "Joseph" on the top line and "Roben" on the bottom line.